

Enlighten

by Kasisto

Welcome to the new age of banking customer engagement

Enlighten is the ultimate intelligent digital assistant solution, created to be your customers' preferred channel for interacting with your bank. Powered by KAI and delivered through financially literate and always-available digital assistants, Enlighten makes your digital assistant "the channel" for customer engagement.

Enlighten conversations are inviting, intuitive, relevant, natural, and hyper-personalized, facilitating discovery and ensuring repeat engagement.

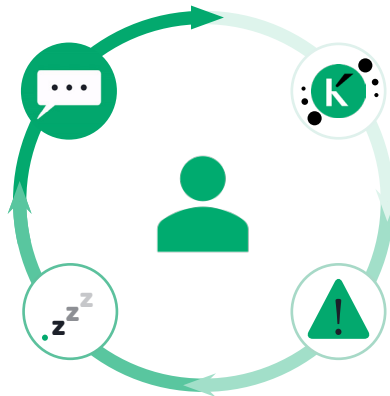
Enlighten assembles a full financial picture of each customer and proactively communicates with them – using data from your customers' financial and engagement history, along with scientific behavioral insights – to win customer trust and achieve previously unimaginable levels of digital engagement.

Offline

- Push smart notifications/campaigns
- Personalized messages, conversation starters

Idle Conversation

- Nudges to promote discovery (e.g., trending topics)
- Messages to collect feedback and learn (e.g., CSAT)



Greeting

- Avatar animations
- Personalized, intelligent greetings & recommendations

Active Conversation

- Conversation augmented with infographics, visualizations
- Dynamic follow-ups
- Shortcut menu

It's time to ENLIGHTEN.

PERSONALIZATION

ENGAGEMENT

DISCOVERABILITY

HYPER-PERSONALIZATION

SMART INTERACTIONS BASED ON DEEP CONTEXTUAL INSIGHT

The solution tracks, analyzes, and learns each customer's questions and interaction history, as well as trending topics, to deliver personalized conversations and next best actions that guide them on their individual financial journey.

INTELLIGENT GREETINGS

Wellness Snapshot showcases credit profile, spending habits, and overall balance.

Personalized Conversation Starters based on user context, conversation memory, and bank business rules guide customers to improve personal finances and achieve lifestyle goals.

SMART SHORTCUTS

Shortcut Menu includes personalized, suggested intents based on the individual's conversation history and behavior patterns of lookalike customers.

Intuitive Interactions closely align with what customers want and need for ongoing financial wellness.

IDLE USER ENGAGEMENT

Re-engage with idle users based on conversation state and the customer's history with the assistant:

- Prompts for user feedback
- Additional feature highlights
- Insights on trending topics

ALERT SUGGESTIONS

Configure Alerts within the conversational flow. Prompts allow customers to control which banking services they will engage with consistently.

HUMANIZING ENGAGEMENT

NATURAL CONVERSATIONS WITH VOICE OR TEXT THAT CREATE REMARKABLE EXPERIENCES

Enlighten delivers personalized and intelligent insights, alerting when needed and notifying when offline. It's an omnipresent solution – through text, touch, and voice – and is designed to promote ongoing engagement, continually pulling your customers into a digital channel that will make them want to do more.

PUSH NOTIFICATIONS

Send conversational notifications to support service needs and move customers to higher-value activities.

INTERACTIVE AVATARS

Enhance engagement and create a sophisticated, modern aesthetic for your digital assistant.

OPTIMIZED DISCOVERABILITY

PROACTIVE FEATURES THAT SHOWCASE YOUR DIGITAL INTELLIGENCE

Using conversation data and usage patterns, Enlighten proactively recommends features that highlight the depth of your digital engagement. It provides dynamic follow-up messages that direct customers to explore additional engagement options that align with what they and others have historically needed – all optimized to each step on the customer journey.

AMBIENT CONTEXT & PATHWAYS

Deliver contextualized responses based on the customer's location on the channel and the digital application used.

TRENDING TOPICS

Help customers discover additional insights and services relevant to their financial goals.

Who's Choosing Kasisto



About Kasisto

Founded in 2013, Kasisto enables financial institutions to service, engage and acquire customers via human-like, intelligent conversations – anytime, anywhere. Kasisto's Conversational AI platform, KAI, powers omni-channel digital assistants & chatbots who are fluent in banking across mobile apps, websites, messaging platforms, & voice-enabled devices. Contact us to learn more, sales@kasisto.com